



*April 2, 2009*  
***Heritage Shores Club***  
***Bridgeville, Delaware***  
***Sponsorship Opportunities***

***AGENDA***

- 9:15 a.m. – 9:50 a.m.    Registration
- 9:50 a.m. – 10:00 a.m.    Welcome
- 10:00 a.m. – 11:00 a.m.    Breakout Sessions:

**Sports Marketing: How to market to the Sports Industry**

The Sports Segment is somewhat recession proof; learn which markets you should target and the best way to reach them. Also learn about partnering with facilities in your county. Learn what the decision makers require from a RFP. Learn about the different segments and what they desire.

**Minority Travelers: Reaching This Untapped Market**

Studies show that affluent minority groups are among the fastest growing leisure travel audiences, yet are largely untapped. What's the best way to reach a new audience? How do you know who your new audience should be? We'll answer these questions and provide valuable insight into cost effective methods to spread your message further.

**Business Financing: Business financing Opportunities for Small Business**

Now more than ever, cash flow is king in keeping your business above water. What do you do when the money pool starts to run dry? This session presents an informative look federal grants and loans available for tourism-based businesses and how to effectively navigate your way through the process.

11:00 a.m. – 11:15 a.m. Break/ Visit Exhibits / Internet Café

11:15 a.m. – 12:15 p.m. Keynote Presentation

12:15 p.m. – 12:30 p.m. Break/ Visit Exhibits / Internet Café

12:30 p.m. – 1:00 p.m. Lunch

1:00 p.m. - 2:00 p.m. Awards

2:00 p.m. – 2:15 p.m. Break/ Visit Exhibits / Internet Café

2:15 p.m. – 3:15 p.m. Breakout Sessions:

**Web Marketing / Travelocity: to get the most out of an internet booking engine**

Learn the benefits of the different Travelocity sales programs. Learn how to use the reporting information to make future decisions concerning internet marketing.

**Turn Green into Green: Eco-friendly Tourism**

Tourism is a vibrant worldwide industry, but it is also one of the most destructive to our environment. This session was extremely well-received last year, so it's back by popular demand. Come experience a session that will not only demonstrate ways to reduce tourism pollution, but will also educate attendees on different ways to attract new visitors while saving money in the process.